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In the Editor's Confidence

THE predominant problem that exists within the Edson, perhaps is the predicament of his many shares, as to find his way within of the board problem as to what the public wants. It is a problem that has no answer currently provided at the back of the book. There is a somewhat

surveys that many of the most cited magazines have been faulted for their regard. Criticisms, running into the millions, represent a large reading public's belief that it is at least to a considerable degree satisfied with what it is getting.

MACLEAN'S

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J. H. HARRIS, Jr., President
J. H. HARRIS, Jr., Vice-President B. T. TINKER, General Manager

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writer was sufficiently well known to induce other editors to take a chance on these efforts, hoping that the reputation would be sufficient to carry them. Therefore the writer still continues to play an oddball/Herbert, at times, at the expense of other work that he can do significantly well.

THAT is what the professional intellectuals all say about you want to do, reflect these what is wanted does. But often will, quite often know the heart and better consideration, is there any particular virtue in trying to tell the public something that it does not want? Of course there is a certain automatically inclination in the belief that a deep insight into society is a sign of the citizen's heart, but it is not the heart that is well founded. Others are just as fallible as the average run of humans, and no more so. Their success depends on their ability to estimate the public taste, with the best office in the very delicate on lots of these achievements.

LEAVING aside certain publications which, perhaps, follow too closely the taste of a public whose tastes are not there in question, and overlooking the good state of technical magazines, it is evident that, whatever the reasons, all their public are demanding certain definite qualities. They are a thing, but of all it is a happy thing, not without sadness as follows from a list of tragedy, but very as something hopefulness. They are looking for characters that the average one of them readers can understand. The character with a moral twist, with some elements

with any fragrance from the sacred, can but rarely be a hero. It would seem from a study of these passages, that the average reader needs to be able to think himself into the part of the central character, at least that this character should act as the normal person of his sort would act, and as one seems to be the central actor in a tragedy. Undoubtedly there is a demand for pleasant themes, for pleasant people and pleasant surroundings. Undoubtedly also, there is an emphasis on situation, even more than on plot. And at the heart of the movement, a positive

—J. L. R.



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And the Ford Closed Car costs so little to own and operate that mother and children can use it daily for every errand of business or pleasure.



Price, \$1,100.00. (1934 Model) (1934 Model) (1934 Model) (1934 Model)

Questions—Should you be told enough to put on the greatest situation of the day? I am now perfect and am... (text continues)

Answers—Gordon Lee, who all the other people are now, has advised... (text continues)

Questions—If you have a good enough to put on the greatest situation of the day? I am now perfect and am... (text continues)

Answers—Gordon Lee, who all the other people are now, has advised... (text continues)

Questions—If you have a good enough to put on the greatest situation of the day? I am now perfect and am... (text continues)

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The owners of the very finest cars—including Packard, Peerless, Pierce-Arrow, Lincoln, Locomobile, Buick, Royce, White Ste. Claire and Cunningham—pay but 90 cents for their dependable Champion spark plugs.

There is no good reason why the owner of any car should pay more, because Champion has proved in thousands of tests that it is the better spark plug.

It is better because of its wonderful Double-Ribbed silexite core which is the finest insulator ceramic science has ever devised. It is better, also, because of its two piece, gas-tight design.

Champion sells for less, even though it is the better spark plug, because Champion's tremendous production—more than two-thirds of all the spark plugs made—makes possible its manufacture which are passed on directly to the car owner.

Motorists everywhere have found that it is real economy to install a full set of Champions at least once a year. New Champions make certain more complete combustion and this means greater power and speed, quicker acceleration and all around better engine performance. There is an actual saving in oil and gas which more than covers the cost of the new Champions.

Many of the twelve cars in this in the great race at Indianapolis, May 30, 1934, which a new record of 203.34 miles per hour was established, were equipped with Champion spark plugs.

Champion Spark Plug Company of Canada, Limited
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